



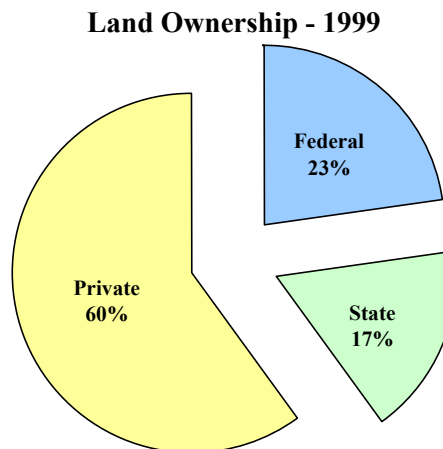
# DAVIS COUNTY TOURISM PROFILE

County Indicator	1997	1998	1999	2000	2001(o)	2001(n)	2002	% Change 2001-2002	State Ranking
<b>DEMOGRAPHIC</b>									
Population	224,871	230,937	235,912	238,994	244,330		249,224	2.0%	3
Total Non-Ag Employment	78,200	80,192	82,248	82,234	87,739		88,902	1.3%	3
Non-Ag Avg Monthly Wage	\$2,002	\$2,087	\$2,155	\$2,290	\$2,392		\$2,497	4.4%	5
Per Capita Income	\$20,957	\$21,896	\$22,543	\$23,963	\$24,649		\$24,974	1.3%	3
Unemployment Rate	3.0%	3.5%	3.5%	3.0%	3.8%		5.2%	1.4%	7
<b>SPENDING &amp; EMPLOYMENT</b>									
Spending by Travelers (Millions)	\$259.2	\$266.0	\$272.7	\$282.1	\$277.6	\$291.1	\$291.4	0.1%	4
Travel & Tourism Related Employment	4,759	4,922	5,111	5,340	5,521	8,219	8,342	1.5%	3
<b>TOURISM TAX REVENUES (000s)</b>									
Local Tax Revenues from Traveler Spending	\$5,390	\$5,532	\$5,672	\$5,867	\$5,773	\$7,213	\$7,091	-1.7%	4
Gross Taxable Room Rents	\$12,260	\$13,429	\$13,330	\$15,291	\$14,559		\$22,185	52.4%	6
Transient Room Tax	\$367.8	\$402.9	\$399.9	\$458.7	\$436.8		\$665.5	52.4%	6
Restaurant Tax	\$1,464.7	\$1,543.8	\$1,623.3	\$1,716.2	\$1,787.3		\$1,893.8	6.0%	3
Car Rental Tax	\$84	\$22.8	\$89.0	\$84.8	\$29.3		\$109.6	274.1%	3
Gross Taxable Retail Sales (million)	\$2,082.4	\$2,333.0	\$2,501.5	\$2,561.9	\$2,690.5		\$2,759.2	2.6%	3
<b>REGIONAL VISITATION COUNTS</b>									
S.L. Airport Passengers	21,068,314	20,297,371	19,944,556	19,900,770	18,914,891		18,652,758	-1.4%	
Lagoon Amusement Park	1,100,000	1,150,000	1,210,000	1,200,000	1,100,000		1,100,000	0.0%	
Willard Bay S.P.	276,059	300,702	307,114	340,580	302,189		308,206	2.0%	
This Is The Place S.P.	550,763	300,931	290,036	294,178	293,661		269,683	-8.2%	
Antelope Island S.P.	264,315	362,128	329,751	343,410	291,163		288,907	-0.8%	
Great Salt Lake S.P.	460,989	56,585	136,496	142,433	144,272		136,238	-5.6%	
East Canyon S.P.	92,121	83,322	87,769	99,617	105,737		102,040	-3.5%	
Golden Spike N.H.S.	50,989	46,203	47,012	45,273	44,510		47,242	6.1%	
Ft. Buenaventura S.P.	46,866	42,813	44,217	47,441	24,154		12,400	-48.7%	

Land Ownership - 1999		No. of Acres	% Total
<b>Total Acres in County</b>		<b>193,186</b>	<b>100.0%</b>
<b>Federal Government</b>		<b>44,166</b>	<b>22.9%</b>
BLM		372	0.2%
US Forest Service		37,196	19.3%
National Recreation Areas		--	--
National Parks		--	--
National Wildlife Refuge		--	--
USFS & BLM Wilderness Area		--	--
Other*		6,598	3.4%
<b>State Government</b>		<b>33,315</b>	<b>17.2%</b>
Utah State Parks & Recreation		27,498	14.2%
Utah State Wildlife Reserves		5,786	3.0%
State Trust Lands		31	0.0%
<b>American Indian</b>		<b>--</b>	<b>--</b>
<b>Private**</b>		<b>115,705</b>	<b>59.9%</b>

\*Includes Military and Bankhead Jones land

\*\*May include some local government land



## Davis County Tourism Profile

